



City of Santa Fe

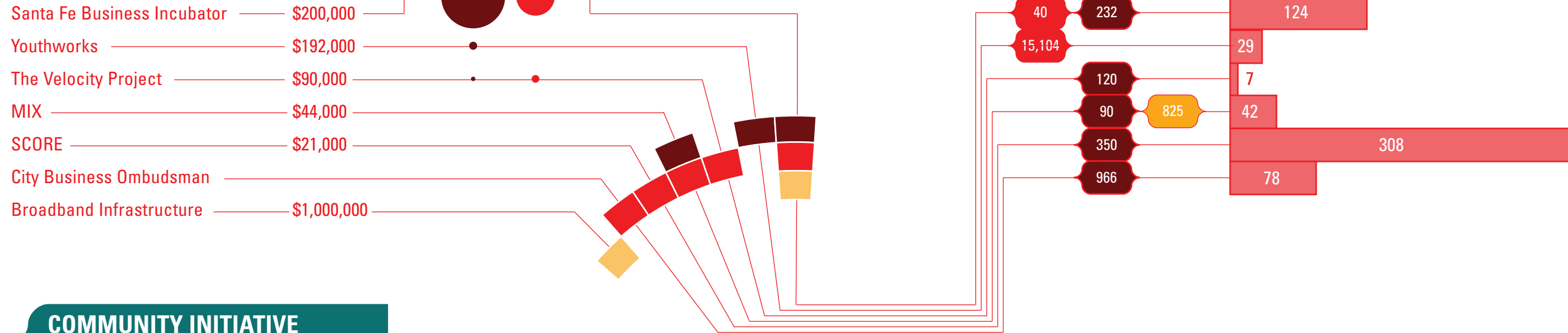
Economic Development

ANNUAL REPORT

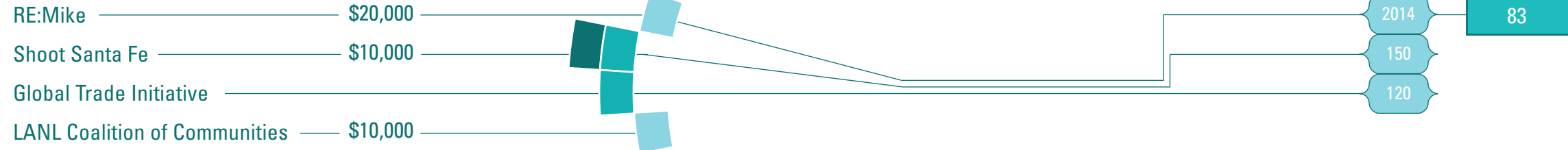
Fiscal Year 2012-2013



MAJOR INITIATIVE



COMMUNITY INITIATIVE



COMMUNICATION—OUTREACH



TOTALS



The Economic Development Division (EDD) of the City of Santa Fe works to achieve long term, sustainable economic growth by building a diverse and innovative economy with high-wage jobs that provide opportunity and prosperity for the City's residents, businesses and entrepreneurs.

To the left is a summary of the main projects and outcomes for the Economic Development Division in fiscal year 2012-2013.



SANTA FE BUSINESS INCUBATOR (SFBI)

ED Funding \$200,000



For the past fifteen years the **Santa Fe Business Incubator (SFBI)** has been a vital component of economic development in Santa Fe. It has successfully grown companies which pay high wage jobs and diversify Santa Fe's economy. The Santa Fe Business Incubator provides growing Santa Fe companies with shared facilities, infrastructure, and business development services.

In fiscal year 2012-2013, SFBI companies achieved the following:

- Created 58 full-time and 35 part-time jobs
- Payroll of \$1,457,945
- Revenue of \$3,678,371
- Funding of \$1,391,395
- Graduation of 3 companies
- Entrance of 5 new companies

In the latest contract, measurement of the effectiveness of the incubation program itself has been added to the existing measures of what the businesses achieve. That means, in addition to collection economic data from clients on measures like job creation, SFBI is also developing a survey tool to evaluate the effectiveness of the program.

YOUTHWORKS

ED Funding \$192,000



¡YouthWorks! engages marginalized youth who have not succeeded in traditional education environments. They provide our youth a free education, life skills and leadership development training along with job training, and hands on experience through environmental work crews and apprenticeships with local businesses. They are dedicated to developing entrepreneurial models for youth workforce development.

Since 2008, ¡YouthWorks! has run an apprenticeship program under a City economic development contract. Now known as the Workforce Innovation Program (WIP), this effort serves the goal of increasing the number of qualified workers in Santa Fe and improving economic stability for youth

in the community.

In fiscal year 2012-2013, the ¡YouthWorks! WIP achieved the following:

- 47 apprentices placed with local businesses/organizations
- 2 apprentices placed with the plasters/masons union
- 15,104 total hours worked by apprentices
- \$106,048 paid by employers to apprentices
- 8696 educational hours logged by apprentices
- 12 GEDs earned by apprentices
- 9 apprentices enrolled in full time college/educational programs



THE VELOCITY PROJECT

ED Funding \$90,000

The Velocity Project is an eight-week accelerator/boot-camp business development program. Entrepreneurs participate in a rigorous process that includes individual coaching, mentorship from seasoned entrepreneurs, and development of a targeted action plan. The 2013 pilot project worked with Santa Fe based entrepreneurs to grow their businesses and generate awareness and excitement around Santa Fe’s growing entrepreneurial community. Used throughout the country, accelerators are a model to drive results-oriented entrepreneurial development. The Velocity Project is unique in that it serves many different types of businesses.



In fiscal year 2012-2013, the pilot round of The Velocity Project achieved the following:

- Companies created 4 full-time jobs and 7 part-time jobs
- Four companies reported revenue increase of 20-30%
- Three companies expanded or are seeking to expanded their space
- Two companies filed major patents
- One company received Venture Acceleration Funding from Los Alamos National Lab
- 125+ people attended Demo Day presentations

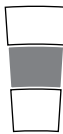
MIX is a structure for interaction and collaboration among inspired individuals, entrepreneurs, innovators, businesses and organizations. Through monthly events that showcase talent and local resources MIX provides an avenue for personal contact, networking, and data gathering. Each MIX event draws between 200-500 people from the Santa Fe community with a total annual attendance of 2475 for the 2012-2013 fiscal year and total community leverage of over \$100,000. Each MIX event is hosted in different location and embraces a unique business theme; with a DJ, food, and drink sponsors and variations in leveraged giveaways or special attractions.

BizMIX is a business plan competition which offers prizes, entrepreneurial expertise, and access to a great launching pad for start-up businesses. The finalists make connections with Santa Fe’s entrepreneurial leaders as they compete for cash and other valuable prizes.

- Ten finalists competed in bizMIX 2013 which extended through October.
- \$14,000 was raised in sponsorship funds for cash prizes.
- \$15,000 was donated in prizes.



AREA OF SUPPORT



BUSINESS DEVELOPMENT

HOURS

350

ENTREPRENEURIAL

BUSINESSES ASSISTED

308

Santa Fe **SCORE** Chapter 373 is part of a nationwide volunteer organization that provides professional guidance and information to local small businesses and non-profits organizations. SCORE provides individual counseling as well as a series of seminars and workshops. The City funding supports marketing and outreach for SCORE activities.

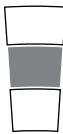
In fiscal year 2012-2013, SCORE achieved the following:

- 9 workshops with an average attendance of 16 people
- 10 seminars with a total of 266 attendees
- Attendance doubled from previous years
- 350 hours of entrepreneurial assistance provided



CITY OF SANTA FE OMBUDSMAN OFFICE

AREA OF SUPPORT



BUSINESS DEVELOPMENT

HOURS

966

COMMUNITY

BUSINESSES ASSISTED

78



The City of Santa Fe Business Ombudsman Office is the hub for business services at the City of Santa Fe. Businesses can get assistance in the licensing and permitting processes, and access resources for starting and growing a business including information on incentives, locations, financing, marketing and other key business topics.

AREA OF SUPPORT



SITES & INFRASTRUCTURE

HOURS

2014

COMMUNITY

BUSINESSES ASSISTED

83



The **RE:MIKE** Urban Prototyping Festival took place over 3 days in September of 2012 and brought together 60 organizations and businesses, 30 artists and artist groups and over 70 in-kind contributors. A culmination of months of planning and prep, the event was attended by approximately 3,000 people. Primary funding came from the City of Santa Fe and from the Kindle Project Fund of the Common Counsel Foundation. Multiple possibilities in economic development, nightlife, energy, infrastructure, transportation and ecology were represented. Participants were surveyed about their desires for the future of this Central Santa Fe area. Surveys were conducted before and during the event and continued for months after in order to maximize community input. Outcome projects designed to catalyze revitalization of the area were identified and are currently being mobilized.

AREA OF SUPPORT



SITES & INFRASTRUCTURE



The Regional Coalition of Los Alamos National Lab Communities was formally established in 2011. At that time, members included elected officials from six neighboring cities and counties directly affected by Los Alamos National Laboratory site activities. The group brings to Northern New Mexico a regional governmental organization focused on the shared goals of ensuring efficient and compliant environmental cleanup and maintaining long-term, stable funding for LANL that in turn, supports jobs and the regional economy.

In fiscal year 2012-2013 the LANL Coalition achieved the following:

- Helped secure an additional \$40 million in DOE Cleanup funding for the region and the successful passage of two state legislative memorials.
- Created a community listserve & website to ensure compliance with the Open Meetings Act
- Adopted federal legislative priorities
- Ohkay Owingeh joined as a Board Member to the Regional Coalition

SHOOT SANTA FE

ED Funding \$10,000

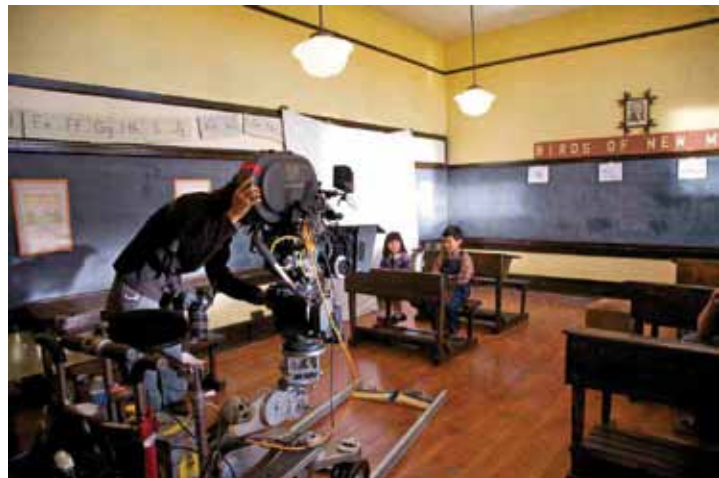
AREA OF SUPPORT



WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT

HOURS

150 COMMUNITY



Shoot Santa Fe is a working partnership around the film industry in Northern New Mexico. The group includes local governments in the region, the private sector, the local film technicians union, and educational institutions. Through a series of promotional activities the group has marketed the region directly to filmmakers and industry representatives. An estimated eight productions have come to shoot in the region as a result of these activities. Shoot Santa Fe also worked on legislation around the film incentives offered and administered by the State of New Mexico.

GLOBAL TRADE INITIATIVE

AREA OF SUPPORT



BUSINESS DEVELOPMENT

HOURS

120 COMMUNITY

The Santa Fe Global Trade Initiative (SFGTI) is a working group of the Business and Quality of Life Committee and was formed to enhance and unlock international opportunities for local businesses. SFGTI has worked to enhance international tourism in Santa Fe, stimulate international trade and to bring international students to study here. Specific projects include developing partnerships to open a trade and tourism office in Mexico, and to develop a website for Chinese markets. The group has also drafted a survey to learn about local businesses interested in exporting in order to design and facilitate an export workshop in the spring/summer of 2014.



ED Funding \$12,000

VIDEO INTERNSHIP PROGRAM

AREA OF SUPPORT



WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT

HOURS

480 WORKFORCE

BUSINESSES ASSISTED

55

Initiated by a grant of \$25,000 from the Governor Richardson Administration, the City's **Video Internship Program** has provided a hands-on training opportunity for motivated individuals. More than 70 short videos have been produced profiling Santa Fe businesses and economic development efforts. These are shown on the weekly City Hall Live broadcast and on a dedicated YouTube Channel. Interns also participate in the live broadcast of City Hall Live and learn different roles including directing, producing and floor managing.



ED Funding \$5,000

BACK...IN THE BLACK (RADIO SHOW)

AREA OF SUPPORT



WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT

HOURS

12 COMMUNITY

BUSINESSES ASSISTED

12

Every Monday at 10am on the local talk station 101.5 KVSF-The Voice of Santa Fe, the Economic Development Division hosts a discussion about entrepreneurship and doing business in Santa Fe. The show's focus is on drawing out secrets of success from businesses and nuggets of wisdom for starting and growing a company. The discussions are designed to provide insight, discussion and wisdom for Santa Fe's entrepreneurial community.



2013 BUSINESS AWARDS

ED Funding \$5,000



The Santa Fe Chamber of Commerce, the Santa Fe Community College, and the City of Santa Fe presented the 2013 **Santa Fe Business Awards** at the Chamber's Red Carpet Awards event on June 6 at the Santa Fe Farmers Market. Over 50 local businesses were nominated this year for a variety of business performance categories. Judging criteria included: business growth, customer service, green, and family friendly business practices. Six awards were given in all, including the three Century Bank Business Excellence Awards, The City of Santa Fe Small Business of the Year Award, Family Friendly Business of the year award, and the Santa Fe Community College Green Business of the year award.

The winners are as follows:

Century Bank Business Excellence Awards

- 1-4 Employees – Mind Over Markets
- 5-20 Employees – Santa Fe Spirits
- 21 + Employees – Kokopelli Property Management

Santa Fe Community College - Green Business of the Year

- Linograt LLC

City of Santa Fe - Family Friendly Business of the Year

- TogetherStrong

City of Santa Fe - Small Business of the Year

- Mesa Photonics

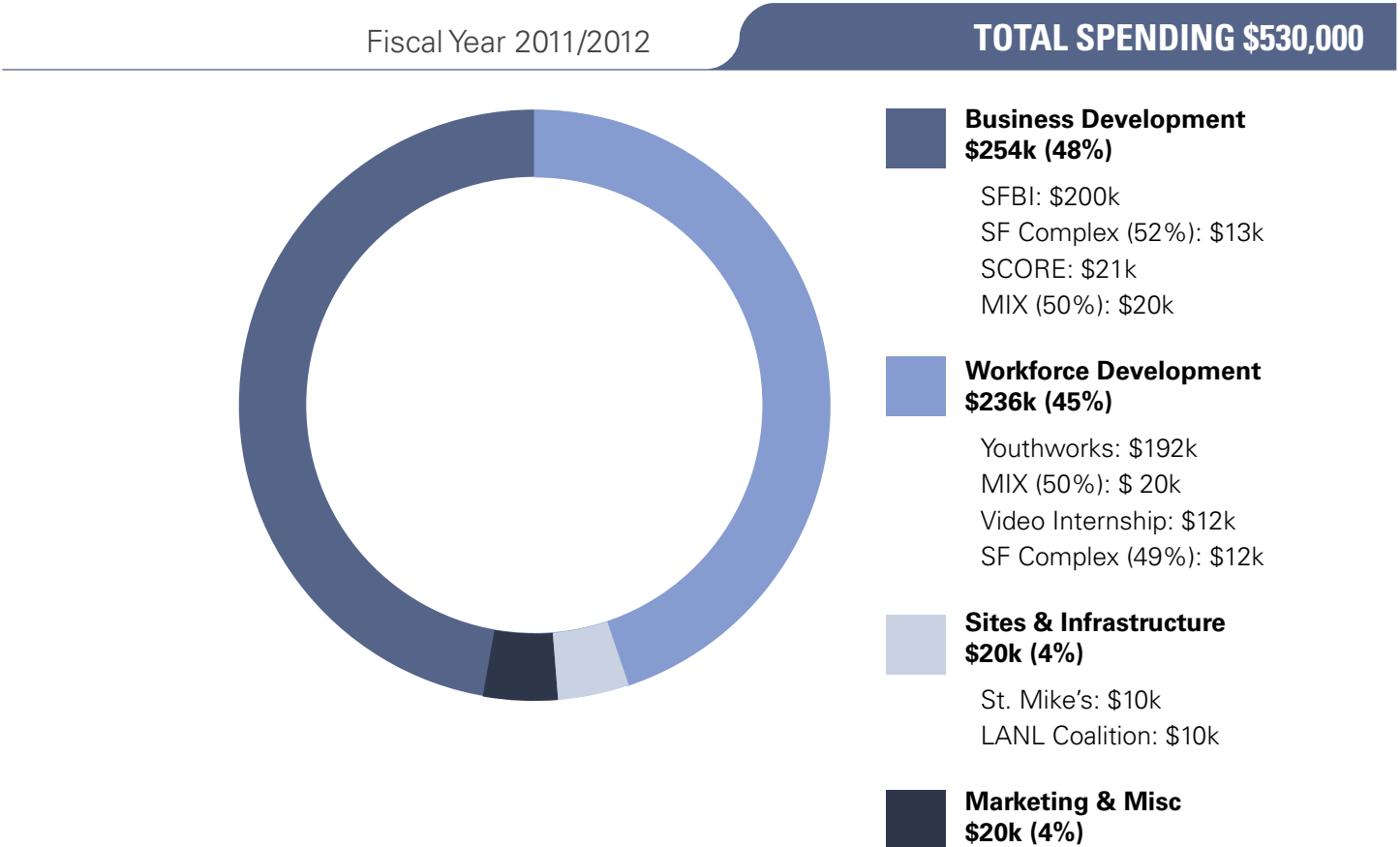
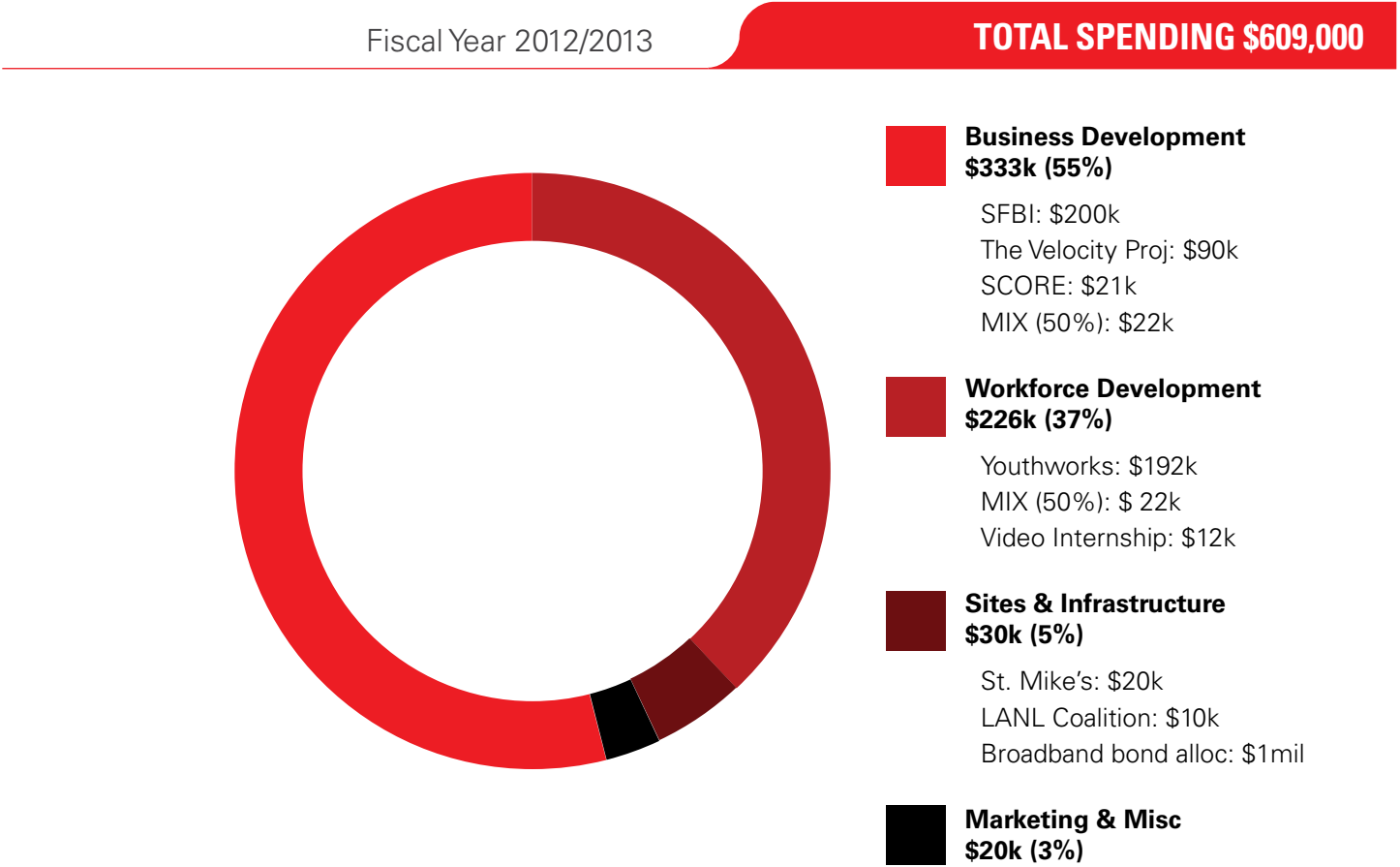
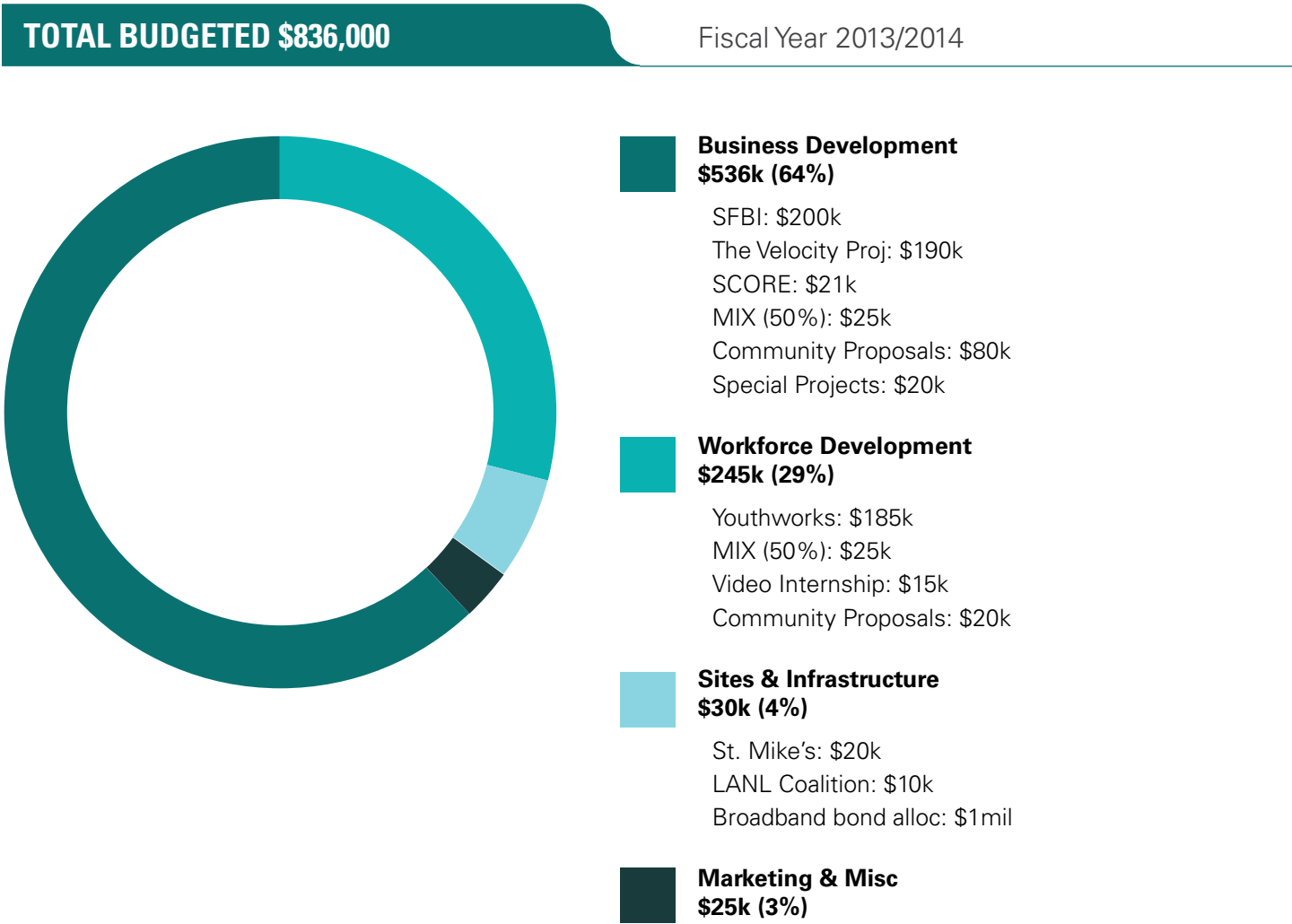
CIP Funding \$1,000,000

BROADBAND

In recognition of the fact that Santa Fe's continued economic prosperity relies on its access to affordable high speed internet delivered via a competitive commercial marketplace, the Santa Fe City Council has allocated \$1,000,000 of gross receipts tax-financed bond revenue for capital facilities intended to enhance the choices available to local businesses for high speed internet service.



The work and funding portfolio of the Economic Development Division is directed in three primary areas: business development, workforce development and sites & infrastructure development. The following charts illustrate the funding portfolio for the Economic Development Fund for the past two fiscal years (actual funds spent) and the budget for the current fiscal year - FY 2013-2014 (allocations, not actual spending). This does not include additional funding from other sources, i.e. \$1 million allocated from the 2012 CIP Bond to improve broadband infrastructure.





Santa Fe
Economic Development